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03/27/2002  
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## CLAIMS 1-36 CANCELLED

37. A client software program running on a computer associated with a subject user connected to a network including other computers associated with multiple other users of a shared virtual environment for efficiently using available data transmission capabilities for providing to the subject user efficient communications access to interesting other entities, the program providing instructions to one or more processors of the client computer to perform operations of:

- establishing a connection and a context with an interactivity server over a computer network;

- negotiating an interest expression with the interactivity server based on information relating to the subject user, and based on available bandwidth and network traffic; and

- enabling, based on said interest expression, transmission to the client of interesting entities, and filtering of uninteresting entities.

38. The software program of Claim 37, further providing instructions to the one or more processors of the client computer to perform an operation of enabling transmission to other users having an interest in the subject user information relating to the subject user, and filtering transmission to other users not having an interest in the subject user said information relating to the subject user.

39. The software program of Claim 37, further providing instructions to the one or more processors of the client computer to perform operations of:

- sending dynamic interest update information to the server; and

- negotiating an updated interest expression based at least in part on said dynamic interest update information, and on available bandwidth and network traffic.

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40. The software program of Claim 39, further providing instructions to the one or more processors of the client computer to perform an operation of enabling, based on said updated interest expression, transmission to the client of additional interesting entities, and filtering of now uninteresting entities of said previously interesting entities based on said previous interest expression.

41. The software program of Claim 40, further providing instructions to the one or more processors of the client computer to perform an operation of enabling, based on said updated interest expression, transmission to additional other users now having an interest in the subject user information relating to the subject user, and filtering transmission to other users previously having an interest in the subject user based on said previous interest expression said information relating to the subject user.

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42. The software program of Claim 38, further providing instructions to the one or more processors of the client computer to perform an operation of receiving dynamic updates relating to said interesting other entities.

43. The software program of Claim 38, further providing instructions to the one or more processors of the client computer to perform an operation of receiving interesting generalized information from said uninteresting other entities.

44. The software program of Claim 38, further providing instructions to the one or more processors of the client computer to perform an operation of enabling, based on said interest expression, transmission to the client of now interesting entities, who were previously uninteresting, based on updated information relating to said previously uninteresting entities.

45. The software program of Claim 38, further providing instructions to the one or more processors of the client computer to perform an operation of enabling, based on said interest expression, filtering of now uninteresting other entities, who were previously interesting, based on updated information relating to said previously interesting other entities.

## CLAIMS 46-51 CANCELLED

52. A software program for managing interests and/or communications of a client associated with a subject user among multiple users in a shared

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network environment for efficiently using available data transmission capabilities and/or providing to a user associated with the client efficient communications access to interesting other users and information, the program providing instructions to one or more processors of the client computer to perform operations of:

- establishing a connection and a context with a host over a computer network;

- negotiating an interest expression with the host based on information relating to the subject user and based on available bandwidth and network traffic; and

- enabling, based on said interest expression, transmission to the client of interesting entities, and filtering of uninteresting entities.

53. The software program of Claim 52, further providing instructions to the one or more processors of the client computer to perform an operation of enabling transmission to other users having an interest in the subject user information relating to the subject user, and filtering transmission to other users not having an interest in the subject user said information relating to the subject user.

54. The software program of Claim 52, further providing instructions to the one or more processors of the client computer to perform an operation of selecting another client as said host.

55. The software program of Claim 53, further providing instructions to the one or more processors of the client computer to perform an operation of selecting another client as said host.

CLAIMS 56-57 CANCELLED

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58. A server software program running on an interactivity server computer connected to a network including other computers associated with multiple users of a shared virtual environment for efficiently using available data transmission capabilities for providing to each user efficient communications access to interesting other entities, the program providing instructions to one or more processors of the server computer to perform operations of:

- establishing a connection and a context with a client over a computer network;

- negotiating an interest expression with said client based on information relating to a subject user associated with said client, and based on available bandwidth and network traffic; and

- permitting, based on said interest expression, transmission to the client of interesting entities, while filtering uninteresting entities.

59. The software program of Claim 58, further providing instructions to the one or more processors of the server computer to perform an operation of permitting transmission to other users having an interest in the subject user information relating to the subject user, while filtering said information relating to the subject user from being transmitted to other users not having an interest in the subject user.

60. The software program of Claim 58, further providing instructions to the one or more processors of the server computer to perform operations of:

- receiving dynamic interest update information from the client; and

- negotiating an updated interest expression based at least in part on said dynamic interest update information, and on available bandwidth and network traffic.

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61. The software program of Claim 60, further providing instructions to the one or more processors of the server computer to perform an operation of permitting, based on said updated interest expression, transmission to the client of additional interesting entities, and filtering of now uninteresting entities of said previously interesting entities based on said previous interest expression.

62. The software program of Claim 61, further providing instructions to the one or more processors of the server computer to perform an operation of permitting, based on said updated interest expression, transmission to additional other users now having an interest in the subject user information relating to the subject user, and filtering transmission to other users previously having an interest in the subject user based on said previous interest expression said information relating to the subject user.

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63. The software program of Claim 58, further providing instructions to the one or more processors of the server computer to perform an operation of permitting transmission of dynamic updates to said client relating to said interesting other entities.

64. The software program of Claim 58, further providing instructions to the one or more processors of the server computer to perform an operation of permitting transmission of interesting generalized information to said client from said uninteresting other entities.

65. The software program of Claim 58, further providing instructions to the one or more processors of the server computer to perform an operation of permitting, based on said interest expression, transmission to the client of now interesting entities, who were previously uninteresting, based on updated information relating to said previously uninteresting other entities.

66. The software program of Claim 58, further providing instructions to the one or more processors of the server computer to perform an operation of permitting, based on said interest expression, filtering of now uninteresting entities, who were previously interesting, based on updated information relating to said previously interesting other entities.

CLAIMS 67-103 CANCELLED